

Title:

Approaches to integrating service learning in the public health administration course

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Abstract:

Service learning in public health administration and management education allows students to gain experience in the complex healthcare delivery system as well as to learn how to best deliver effective public health services. Two different approaches for integrating service learning component were developed based on the learning outcomes of the courses. Both course designs consisted of classroom-based learning as well as on-site service learning. The service learning project of the public health administration course called for each group of students to work with one local health department that deferred from the public health accreditation. Through this project, students worked to understand the health department's perception and barriers for their participation of the public health accreditation exercise. The other service learning component in the social marketing in health course required students to collaborate with the local health department in developing a campaign to educate teenagers on sexual health. The students designed an instrument and used it for learning about the understanding of sexual health from teenagers and their parents. With the findings, the students proposed a marketing campaign for the local health department's consideration. Through learning from service learning projects, students are able to develop competencies in research, management, collaboration with community partners, and engagement in health campaign development in a real-world setting.

Keywords:

Public health, Administration, Management, Healthcare, Social Marketing in Health